

April 1991

## Advertisers' Index

Editor

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## Advertisers' Index

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*Dear Readers — I want you to know that I don't get mad very often and, also, that having dealt with people on the phone trying to get books going on 12 years, I have my share of stories to tell. However, this experience happened to me Thursday, March 21, and was so unbelievable I thought I'd share with you the letter I wrote to the president of the publishing company about my experience. Any comments from the peanut gallery? Your Editor*



☞ June 1991  
deadline: May 20, 1991

☞ September 1991  
deadline: July 30, 1991

☞ November 1991  
deadline: September 30, 1991

☞ February 1992  
deadline: December 30, 1991

Remember if you have something important, we may be able to make room for it regardless of the deadline! And everything you think is important is important! This means YOU. *Against the Grain* needs you!



Dear Sir or Madame:

Today at ten minutes to five I called your publishing company for the purpose of ordering a book for my eight-year-old daughter. I encountered a switchboard operator who asked me which department I wanted and put me on hold two times (for a minute each time) before connecting me with the appropriate department.

Connected with the correct department, I was put on hold four more times before another woman cut in on me and explained to me that I was on the wrong line. Apparently, she had picked up the wrong line herself. She placed me on hold yet another time.

A few minutes later, a woman came on the line and told me that the department that I had been talking to was closed for the day!!! It was exactly five o'clock. When I explained to the woman that I was very frustrated, she rudely told me that she was the switchboard operator, that the office hours were 9 to 5 Eastern standard time Monday through Friday, that people were already walking out the door, and that I should call tomorrow.

Just by chance, I am a collection development librarian who orders thousands of books for a College library every year and have done so since 1979. In all of my encounters with publishers, I have never encountered such rudeness, lack of consideration, and unwillingness to sell a book. I found it simply unbelievable.

I will try once again to order the book for my daughter because she is very taken with it. However, I think that you should know what kind of impression your company made on at least one of its patrons.

Sincerely yours,  
Katina Strauch